

RESORTER REPORTER



From the President's Pen

May 2018



IT'S THAT TIME OF YEAR AGAIN

I just got done with washing the fish cleaning house and emptying the gut buckets for the first time this year. It's that time of year again, the start of a new season. With the late snow melt and ice out, most of us had to really compress the time frame necessary to accomplish all the activities needed to get up and running. I know I am a bit too tired for this to be just the beginning of a new season. I would like to wish everybody a spectacular season and the strength to make it to the end.

It is also the time when the Minnesota state legislative session is coming to a close. This year our legislative committee did a great job. They were part of a coalition that helped pass legislation signed into law by Governor Dayton on combating fake service animals and were instrumental in thwarting an effort by the Minnesota Department of Revenue to redefine multiple ownership situations taking many resorts out of the 1c Ma and Pa resort classification. The current pending legislation actually clarifies the language in our favor. This literally saved those resort owners thousands of dollars in property tax payments each and every year.

In April, the marketing committee, along with a few other board and non-board members met with our branding consultant from H2M for an initial kick off meeting. Lots of background information was gathered and preliminary thoughts shared with the team from H2M. The marketing committee is very excited about this new initiative. In June H2M will be meeting with the full board to present us with their thoughts on the branding plan. As the branding program develops, we will keep the membership informed of our progress.

Got to go - someone needs gasoline for their boat! It's that time of year again.

Tom Marnik

Timber Trails Resort, Remer

CMR President

The Community of Minnesota Resorts exists to help family owned and operated resorts in Minnesota to continue as a viable segment of the Minnesota tourism industry.

The Community of Minnesota Resorts' motto is: "Resorters Helping Resorters."
"We believe that none of us alone is as smart as all of us together."

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New Format-Additional Content-Pertinent and Timely Information

The Community of Minnesota Resorts' newsletter, the Resorter Reporter, has changed. Here are some helpful hints for navigating the links in this newsletter.

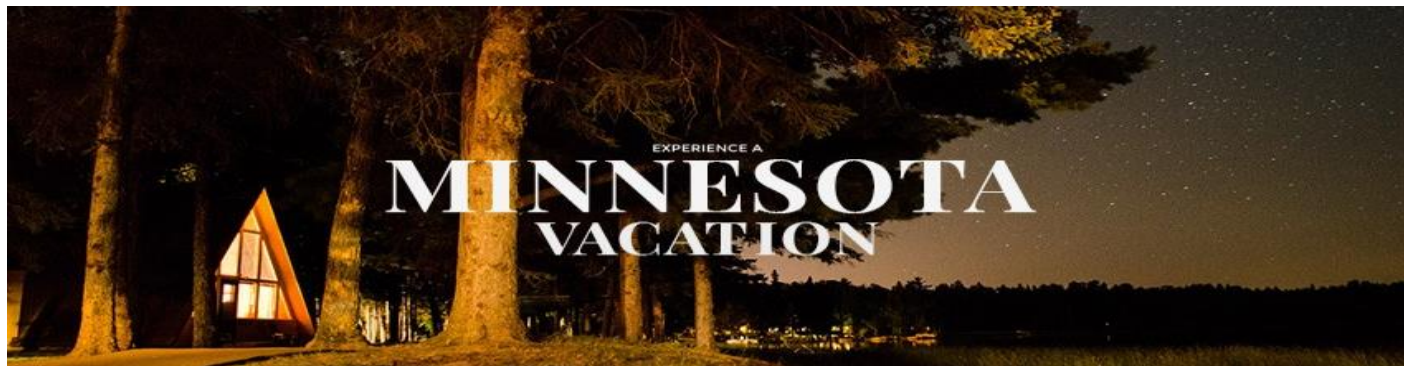
When you click on a link to external content, you will be connected to that content. To return to the newsletter from that content, just close the new window that opened by clicking the back arrow in the upper left hand corner. You will then return to the Resorter Reporter.

Community Of Minnesota Resorts Calendar of Events

May 28	Memorial Day
July 4	4th of July
September 1	Resorter of the Year Nomination Deadline
October 28-30	Fall Conference at Cragun's

Make sure to mark your calendar for these events!





Website Update from your Marketing Committee

After interpreting website analytics for 2017, AdWords increased traffic to our newly mobile responsive website via “impressions” by 26%. Click-through rates increased on average 24% and ad interactions increased 57%.

AdWords are part of the marketing budget which qualifies for coop advertising with Explore Minnesota Tourism - the catch to qualify for the partnering effort is that we have to use those marketing dollars out-of-state. Hence, these last couple of years, the CMR marketing committee has chosen AdWords in digital ads through major newspaper websites in Chicago, Fargo, Des Moines, and Omaha.

Update on CMR Legislative Initiatives

Here is an update on issues we focused on during our Day On The Hill visit.

- The CMR opposes any proposed change in the DOR technical bill regarding class 1c resort ownership because there are multiple types of resort ownership models currently in existence today. These are all proper and necessary to continue to make resorting viable. The proposed change is counter to that goal and accordingly we as the CMR are opposed. **Update 5/1-The Senate Tax bill was released. It does not include any changes to resort property taxes as proposed by the Department of Revenue. The House did not agree to this proposal either, and actually included language to make it more clear that multiple ownership of resorts is acceptable.**
- The CMR supports expanded and accelerated Broadband installation to rural areas so that we and our guests can enjoy fast and reliable internet access. **Update: The Governor supports increased broadband installation, how much is allocated to this initiative is yet to be seen.**
- The CMR supports regulations for Emotional Support Animals, and penalties for those who falsely represent their animal as an Emotional Support Animal. With appropriate regulations (and potential penalties in place), resorts can provide proper accommodations to those individuals needing these animals. **Update 4/26, Governor Dayton signed this bill into law to be effective 8/1/18. Read the details of the bill [here](#).**
- The CMR supports post Labor Day school start. **Update: As of now, no new bills have been proposed to start school prior to Labor Day. Plus, Minneapolis schools is now looking at starting school post Labor Day to save an estimated \$1 million per day. Read an article [here](#).**
- The CMR supports continued and increased funding for Explore Minnesota Tourism to promote tourism to in and out of state travelers. **Update: EMT is on a bi-annual budget, and it is set for 2018. We just wanted legislators to know how vital this funding is to resort s.**

Resorter of the Year

Nomination Submittal Deadline-September 1, 2018

The Community of Minnesota Resorts (CMR) selects, through nominations by its members, one resort and resort owner that has shown a dedication for the improvement of the Minnesota Resort Industry by adopting and carrying out business policies and practices that reflect a personal pride in the industry as a whole.

The nominees also live up to the organization's motto of "Resorters Helping Resorters" by involvement in community activities and by displaying a willingness to help other resort owners to successfully operate Minnesota resorts. Click on the nomination form below to nominate the resorter who you feel should be "Resorter of the Year."

[Resorter Of The Year Nomination Packet](#)

Nominations should be mailed to:
Community of Minnesota Resorts
P.O. Box 61
Dent, MN 56528
Attention: Resorter of the Year Committee

Nominations must be received by September 1, 2018. The Resorter of the Year will be announced at the Fall Conference.

CMR Spring Workshop-Recap

Spring Workshop was held on Tuesday April 10th at Boyd Lodge in Crosslake. We think many were antsy to get the season underway as there were almost 60 of us in attendance! A great turn out.

The day included Speakers on:

- General Recreational, angling and lake shore regulations.
- Getting the most out of your CMR membership!
- Training on the CMR website, Last Minute Openings, and how to utilize the Member Dashboard, how to update your website listing and load photos.
- Print marketing as a viable way to connect with guests and improve your customers' experience.
- The ever popular panel of resorters talking about activities and amenities.
- Crackerbarrels, EMT and Legislative updates.

Here are some excerpts from a letter written by Sheila Niemeyer from Niemeyer's Rugged River Resort as a recap of the days events.

As the afternoon session began, and Sherry Frick started talking about print marketing, I was skeptical. By the end of her presentation I was convinced I needed to focus more on print marketing, but not in the way I had envisioned. I had almost two pages of notes, and several ideas I wanted to try.

I headed home going over all that I had heard during the day. As I sat down to catch up on e-mails, I made a decision. I went on-line and ordered custom thank-you cards, so I can continue to get my "Brand" in front of my guests and expand on their emotional connection to our resort. I have never gone home and immediately implemented something I heard at a conference. I always have good intentions, but, have not acted the same day. Now I need to think about direct mail options...

The day was exactly what I needed to get me energized for a new season.

Look for Sheila's entire letter as well as photos of Spring Workshop in the next Resorter magazine!

Mark Your Calendars:

CMR Fall Conference
October 28, 29, 30
Cragun's Resort on Gull Lake

The season may be just beginning, but it is time to mark your calendars for the fall conference. As always we will have the vendor show, crackerbarrels, legislative fundraiser for Day On The Hill, and plenty of time to socialize and decompress after the season.

This year some speaker topics will include how to handle new tax laws, reacquaint yourself with Contract for Deeds, Cleaning Chemicals, and the ever popular resorter panel. We hope everyone can attend!

What's going on in your neck of the woods?



Check out the Explore Minnesota Events Update by following this link to see what events are going on in your area and around the state.

[Explore Minnesota Events Update](#)

Once at the site, just click on the most recent events update on the site and view your area's upcoming events.



AND THE WINNERS ARE:

Each year the Community of Minnesota Resorts offers four \$500 scholarships to a student in high school or a current undergraduate or technical school student. The scholarship funds are made available to children and grandchildren of CMR members. An eligible member is one who has been a member for at least three consecutive years and is currently a member in good standing. Associate members are not eligible for scholarships.

This year there were many qualified and deserving applicants. The Scholarship Committee consisting of a number of your fellow resorters, and guided by Office Manager Jim Wherley (who does not vote but interprets the guidelines of the CMR Scholarship program, and prepares the applications for review and selection of winners by the committee) reviewed the applications. Your CMR is pleased to announce the following have each won a \$500 scholarship:

Devon Porth, Loon Point Resort, Bigfork, MN , CMR Scholarship Winner

Lexie Tabbert, Moonlight Bay Resort & Campground, Walker, MN, CMR Scholarship Winner

Kathryn (Katie) Benjamin, Red Wing Lodge, Walker, MN, Carol Kirchner Memorial Winner

Genevieve (Gigi) Wanner, Northern Acres Resort, Deer River, MN, Pine Insurance Company Win-

Look for profiles of each of the winners in the next Minnesota Resorter Magazine highlighting each of them and their scholastic objectives.

The CMR is proud to offer these scholarships to those children and grandchildren of CMR member resorts. The Board is looking at possible changes to the scholarship program. One of the proposed ideas is to increase one or more of the scholarships to \$750. to allow for additional award to be given. Stay tuned for updates on the CMR Scholarship program in future publications.